

**AMENDMENTS TO THE CLAIMS:**

This listing of claims will replace all prior versions and listings of claims in the application:

1. (Withdrawn) A method for facilitating modular construction of at least portions of first and second websites configured to offer for sale at least one common product, the method comprising:

defining at least one module for containing a first set of information for incorporation into a first website, an alternative second set of information for incorporation into the second website, a third set of information for incorporation into both the first and second websites, and rules governing how the first, second, and third sets of information are to be incorporated into the first and second websites;

enabling the assignment of at least two modes to the module, such that in a first mode, rules in the module are accessed to cause the first and third sets of information to be incorporated into the first website while the second set of information is prevented from being incorporated, and in a second mode rules in the module are accessed to cause the second and third sets of information to be incorporated into the second website while the first set of information is prevented from being incorporated; and

making the module available for use in constructing the first and second websites, such that, using the same module, the first and second websites may incorporate common information while each incorporating information unique to each website.

2. (Withdrawn) The method of claim 1, wherein the first set of information includes payment information associated with an operator of the first website, the second set of information includes payment information associated with an operator of the second website, and wherein the third set of information includes product identifying information.

3. (Withdrawn) The method of claim 1, wherein the first website is a web site of a product manufacturer, and wherein the second web site is a web site of a product reseller.

4. (Withdrawn) The method of claim 3, wherein the first set of information includes information directing users to a payment engine designated by the product manufacturer and the second set of information includes information directing users to an alternative payment engine designated by the product reseller.

5. (Withdrawn) The method of claim 2, wherein the product identifying information includes product specifications.

6. (Withdrawn) The method of claim 2, wherein the product identifying information includes a product illustration.

7. (Withdrawn) The method of claim 1, wherein enabling assignment of at least two modes includes enabling an association of at least first and second addresses with the module so that when the module is referred to by the first address, the first mode of display occurs and when the module is referred to by the second address, the second mode of display occurs.

8. (Withdrawn) The method of claim 7, wherein, in the first display, payment information designated by an operator of the first website is displayed, and in the second display, payment information designated by an operator of the second website is displayed.

9. (Withdrawn) The method of claim 1, wherein the at least one module includes a plurality of modules, each module for containing information unique to the first and second websites and each module for containing information common to the first and second websites.

10. (Withdrawn) The method of claim 1, wherein the module is configured to permit operators of the first and second websites to each input their own unique information for display.

11. (Withdrawn) The method of claim 1, wherein the at least one common product is at least one of a lipstick, lipliner, an eyeliner, an eye shadow, a blush, a concealer, a base, a mascara, an anti-wrinkle product, an anti-aging product, a tanning product, a cleansing product, a hair product, and a beauty care product.

12. (Withdrawn) The method of claim 1, wherein at least one of the first, second and third sets of information is text-based information.

13. (Withdrawn) The method of claim 1, wherein at least one of the first, second and third sets of information includes an image.

14. (Withdrawn) The method of claim 1, further comprising receiving a request from the first website, determining context information for the request, and applying the rules to respond to the request with content customized to the determined context information.

15. (Withdrawn) A method for facilitating modular construction of at least portions of first and second websites both offering for sale at least one common product, the method comprising:

defining a module for enabling a display of a first set of payment instructions on a first web site, a second set of payment instructions on a second website, and common information for display on both the first and second websites;

assigning at least two display modes to the module, wherein in a first display mode the first payment instructions and the common information are caused to be displayed, and in a second display mode the second payment instructions and the common information are caused to be displayed; and

making the module available for use in the first and second websites.

16. (Withdrawn) The method of claim 15, further comprising enabling the second supplier to modify the module to insert the second set of payment instructions.

17. (Currently Amended) A ~~methods~~ method for enabling components of a supplier's website to be integrated into a website of a reseller, the method comprising:

enabling alternative functionality in the supplier's web site and in the reseller's website using at least one common module containing a first set of information for

incorporation into the supplier's website, an alternative second set of information for incorporation into the reseller's website, and a third set of common information for incorporation into both the supplier's and the reseller's website, wherein the alternative functionality includes displaying identifying information unique to each of the supplier and the reseller, the first set of information including identifying information unique to the supplier and the second set of information including identifying information unique to the reseller;

enabling assignment of at least first and second addresses to the module, such that when the module is called in the supplier's website by the first address, the first and third sets of information are caused to be incorporated into the supplier's web site while the second set of information is prevented from being incorporated into the supplier's website, and when the module is called in the reseller's web site by the second address, the second and third sets of information are caused to be incorporated into the reseller's website while the first set of information is prevented from being incorporated into the reseller's website and

making the module available for use in constructing the supplier's and reseller's web sites, such that, using the same module, the supplier and the reseller web sites may incorporate common information while at the same time being customized.

18. (Original) The method of claim 17, wherein the alternative functionality includes a first payment engine function in the supplier website enabled by the first set of information and an alternative second payment engine function in the reseller website enabled by the second set of information.

19. (Cancelled)

20. (Withdrawn) A method for facilitating modular construction of at least portions of first and second websites in differing languages, both sites offering for sale at least one common product through differing entities, the method comprising:

defining at least one module for containing a first set of information for display on the first website in a first language, an alternative second set of information for display on the second website in a second language, and a third set of information for display on the first website in the first language and on the second website in the second language;

enabling the assignment of at least two display modes to the module, such that in a first display mode, the first and third sets of information are caused to be displayed in the first language while the second set of information is prevented from being displayed, and in a second display mode the second and third sets of information are caused to be displayed in the second language while the first set of information is prevented from being displayed; and

making the module available for use in constructing the first and second websites, so that, using the same module, the first and second websites may display common information about the at least one common product while each displaying information unique to an operator of each website.

21. (Withdrawn) A method for facilitating modular construction of at least portions of first and second websites in differing languages, both sites offering for sale at least one common product through differing entities, the method comprising:

defining at least one module for containing a first set of information for display on the website of a first entity in a first language, an alternative second set of information for display on the website of a second entity in a second language, a third set of information for display on the website of the first entity in the first language and on the website of the second entity in the second language, and a set of rules governing how the first, second, and third sets of information are to be incorporated into the websites of the first and second entities;

enabling the assignment of at least two display modes to the module, such that in a first display mode, rules in the module are accessed to cause the first and third sets of information to be displayed in the first language while the second set of information is prevented from being displayed, and in a second display mode rules in the module are accessed to cause the second and third sets of information to be displayed in the second language while the first set of information is prevented from being displayed; and

making the module available for use in constructing the websites of the first and second entities, so that, using the same module, each of the first and second entities may display common information to offer for sale, in at least two differing languages, the same product, while at the same time causing incorporation into each website information unique to each website.

22. (Withdrawn) A system for facilitating modular construction of at least portions of first and second websites configured to offer for sale at least one common product, the system comprising:

means for defining at least one module for containing a first set of information for incorporation into a first website, an alternative second set of information for incorporation into the second website, a third set of information for incorporation into both the first and second websites, and rules governing how the first, second, and third sets of information are to be incorporated into the first and second websites;

means for enabling the assignment of at least two modes to the module, such that in a first mode, rules in the module are accessed to cause the first and third sets of information to be incorporated into the first website while the second set of information is prevented from being incorporated, and in a second mode rules in the module are accessed to cause the second and third sets of information to be incorporated into the second web site while the first set of information is prevented from being incorporated; and

means for making the module available for use in constructing the first and second websites, such that, using the same module, the first and second websites may incorporate common information while each incorporating information unique to each website.

23. (Withdrawn) A system for facilitating modular construction of at least portions of first and second websites configured to offer for sale at least one common product, the system comprising:

at least one memory including

code defining at least one module for containing a first set of information for incorporation into a first website, an alternative second set of information for



incorporation into the second website, a third set of information for incorporation into both the first and second websites, and rules governing how the first, second, and third sets of information are to be incorporated into the first and second websites,

code enabling the assignment of at least two modes to the module, such that in a first mode, rules in the module are accessed to cause the first and third sets of information to be incorporated into the first website while the second set of information is prevented from being incorporated, and in a second mode rules in the module are accessed to cause the second and third sets of information to be incorporated into the second web site while the first set of information is prevented from being incorporated, and

code for making the module available for use in constructing the first and second websites, such that, using the same module, the first and second websites may incorporate common information while each incorporating information unique to each website; and

at least one processor for executing said code.

24. (Withdrawn) A computer program product for facilitating modular construction of at least portions of first and second websites configured to offer for sale at least one common product, the computer program comprising:

code defining at least one module for containing a first set of information for incorporation into a first website, an alternative second set of information for incorporation into the second website, a third set of information for incorporation into

both the first and second websites, and rules governing how the first, second, and third sets of information are to be incorporated into the first and second websites;

code enabling the assignment of at least two modes to the module, such that in a first mode, rules in the module are accessed to cause the first and third sets of information to be incorporated into the first website while the second set of information is prevented from being incorporated, and in a second mode rules in the module are accessed to cause the second and third sets of information to be incorporated into the second web site while the first set of information is prevented from being incorporated; and

code for making the module available for use in constructing the first and second websites, such that, using the same module, the first and second websites may incorporate common information while each incorporating information unique to each website.

25. (Currently Amended) A system for enabling components of a supplier's web site to be integrated into a website of a reseller, the system comprising:

means for enabling alternative functionality in the supplier's web site and in the reseller's website using at least one common module containing a first set of information for incorporation into the supplier's website, an alternative second set of information for incorporation into the reseller's website, and a third set of common information for incorporation into both the supplier's and the reseller's website, wherein the alternative functionality includes displaying identifying information unique to each of the supplier and the reseller, the first set of information including identifying information unique to the

supplier and the second set of information including identifying information unique to the reseller;

means for enabling assignment of at least first and second addresses to the module, such that when the module is called in the supplier's website by the first address, the first and third sets of information are caused to be incorporated into the supplier's web site while the second set of information is prevented from being incorporated into the supplier's website, and when the module is called in the reseller's web site by the second address, the second and third sets of information are caused to be incorporated into the reseller's website while the first set of information is prevented from being incorporated into the reseller's website and

means for making the module available for use in constructing the supplier's and reseller's web sites, such that, using the same module, the supplier and the reseller web sites may incorporate common information while at the same time being customized.

26. (Currently Amended) A system for enabling components of a supplier's web site to be integrated into a website of a reseller, the system comprising:

at least one memory including  
code enabling alternative functionality in the supplier's web site and in the reseller's website using at least one common module containing a first set of information for incorporation into the supplier's website, an alternative second set of information for incorporation into the reseller's website, and a third set of common information for incorporation into both the supplier's and the reseller's website, wherein the alternative functionality includes displaying identifying information unique to each of the supplier

and the reseller, the first set of information including identifying information unique to the supplier and the second set of information including identifying information unique to the reseller,

code enabling assignment of at least first and second addresses to the module, such that when the module is called in the supplier's website by the first address, the first and third sets of information are caused to be incorporated into the supplier's web site while the second set of information is prevented from being incorporated into the supplier's website, and when the module is called in the reseller's web site by the second address, the second and third sets of information are caused to be incorporated into the reseller's website while the first set of information is prevented from being incorporated into the reseller's website, and

code for making the module available for use in constructing the supplier's and reseller's web sites, such that, using the same module, the supplier and the reseller web sites may incorporate common information while at the same time being customized; and

at least one processor for executing said code.

27. (Currently Amended) A computer program product for enabling components of a supplier's web site to be integrated into a website of a reseller, the computer program product comprising:

code enabling alternative functionality in the supplier's web site and in the reseller's website using at least one common module containing a first set of information for incorporation into the supplier's website, an alternative second set of information for

incorporation into the reseller's website, and a third set of common information for incorporation into both the supplier's and the reseller's website, wherein the alternative functionality includes displaying identifying information unique to each of the supplier and the reseller, the first set of information including identifying information unique to the supplier and the second set of information including identifying information unique to the reseller;

code enabling assignment of at least first and second addresses to the module, such that when the module is called in the supplier's website by the first address, the first and third sets of information are caused to be incorporated into the supplier's web site while the second set of information is prevented from being incorporated into the supplier's website, and when the module is called in the reseller's web site by the second address, the second and third sets of information are caused to be incorporated into the reseller's website while the first set of information is prevented from being incorporated into the reseller's website; and

code for making the module available for use in constructing the supplier's and reseller's web sites, such that, using the same module, the supplier and the reseller web sites may incorporate common information while at the same time being customized.

28. (Withdrawn) A system for facilitating modular construction of at least portions of first and second websites in differing languages, both sites offering for sale at least one common product through differing entities, the system comprising:

means for defining at least one module for containing a first set of information for display on the first website in a first language, an alternative second set of information

for display on the second website in a second language, and a third set of information for display on the first website in the first language and on the second website in the second language;

means for enabling the assignment of at least two display modes to the module, such that in a first display mode, the first and third sets of information are caused to be displayed in the first language while the second set of information is prevented from being displayed, and in a second display mode the second and third sets of information are caused to be displayed in the second language while the first set of information is prevented from being displayed; and

means for making the module available for use in constructing the first and second websites, so that, using the same module, the first and second websites may display common information about the at least one common product while each displaying information unique to an operator of each website.

29. (Withdrawn) A system for facilitating modular construction of at least portions of first and second websites in differing languages, both sites offering for sale at least one common product through differing entities, the system comprising:

at least one memory including

code defining at least one module for containing a first set of information for display on the first website in a first language, an alternative second set of information for display on the second website in a second language, and a third set of information for display on the first website in the first language and on the second website in the second language,

code enabling the assignment of at least two display modes to the module, such that in a first display mode, the first and third sets of information are caused to be displayed in the first language while the second set of information is prevented from being displayed, and in a second display mode the second and third sets of information are caused to be displayed in the second language while the first set of information is prevented from being displayed, and

code for making the module available for use in constructing the first and second websites, so that, using the same module, the first and second websites may display common information about the at least one common product while each displaying information unique to an operator of each website; and

at least one processor for executing said code.

30. (Withdrawn) A computer program product for facilitating modular construction of at least portions of first and second websites in differing languages, both sites offering for sale at least one common product through differing entities, the product comprising:

code defining at least one module for containing a first set of information for display on the first website in a first language, an alternative second set of information for display on the second website in a second language, and a third set of information for display on the first website in the first language and on the second website in the second language;

code enabling assignment of at least two display modes to the module, such that in a first display mode, the first and third sets of information are caused to be displayed

in the first language while the second set of information is prevented from being displayed, and in a second display mode the second and third sets of information are caused to be displayed in the second language while the first set of information is prevented from being displayed; and

code for making the module available for use in constructing the first and second websites, so that, using the same module, the first and second websites may display common information about the at least one common product while each displaying information unique to an operator of each website.

31. (Withdrawn) A system for facilitating modular construction of at least portions of first and second websites in differing languages, both sites offering for sale at least one common product through differing entities, the system comprising:

means for defining at least one module for containing a first set of information for display on the website of a first entity in a first language, an alternative second set of information for display on the website of a second entity in a second language, a third set of information for display on the website of the first entity in the first language and on the website of the second entity in the second language, and a set of rules governing how the first, second, and third sets of information are to be incorporated into the websites of the first and second entities;

means for enabling the assignment of at least two display modes to the module, such that in a first display mode, rules in the module are accessed to cause the first and third sets of information to be displayed in the first language while the second set of information is prevented from being displayed, and in a second display mode rules in



the module are accessed to cause the second and third sets of information to be displayed in the second language while the first set of information is prevented from being displayed; and

means for making the module available for use in constructing the websites of the first and second entities, so that, using the same module, each of the first and second entities may display common information to offer for sale, in at least two differing languages, the same product, while at the same time causing incorporation into each website information unique to each website.

32. (Withdrawn) A system for facilitating modular construction of at least portions of first and second websites in differing languages, both sites offering for sale at least one common product through differing entities, the system comprising:

at least one memory including

code defining at least one module for containing a first set of information for display on the website of a first entity in a first language, an alternative second set of information for display on the website of a second entity in a second language, a third set of information for display on the website of the first entity in the first language and on the website of the second entity in the second language, and a set of rules governing how the first, second, and third sets of information are to be incorporated into the websites of the first and second entities,

code enabling assignment of at least two display modes to the module, such that in a first display mode, rules in the module are accessed to cause the first and third sets of information to be displayed in the first language while the second set of information is

prevented from being displayed, and in a second display mode rules in the module are accessed to cause the second and third sets of information to be displayed in the second language while the first set of information is prevented from being displayed, and

code for making the module available for use in constructing the websites of the first and second entities, so that, using the same module, each of the first and second entities may display common information to offer for sale, in at least two differing languages, the same product, while at the same time causing incorporation into each website information unique to each website; and

at least one processor for executing said code.

33. (Withdrawn) A computer program product for facilitating modular construction of at least portions of first and second websites in differing languages, both sites offering for sale at least one common product through differing entities, the product comprising:

code defining at least one module for containing a first set of information for display on the website of a first entity in a first language, an alternative second set of information for display on the website of a second entity in a second language, a third set of information for display on the website of the first entity in the first language and on the website of the second entity in the second language, and a set of rules governing how the first, second, and third sets of information are to be incorporated into the websites of the first and second entities;

code enabling assignment of at least two display modes to the module, such that in a first display mode, rules in the module are accessed to cause the first and third sets of information to be displayed in the first language while the second set of information is prevented from being displayed, and in a second display mode rules in the module are accessed to cause the second and third sets of information to be displayed in the second language while the first set of information is prevented from being displayed; and

code for making the module available for use in constructing the websites of the first and second entities, so that, using the same module, each of the first and second entities may display common information to offer for sale, in at least two differing languages, the same product, while at the same time causing incorporation into each website information unique to each website.

34. (Previously Presented) The system of claim 25, wherein the alternative functionality includes a first payment engine function in the supplier's website enabled by the first set of information and an alternative second payment engine function in the reseller's website enabled by the second set of information.

35. (Cancelled)

36. (Previously Presented) The system of claim 26, wherein the alternative functionality includes a first payment engine function in the supplier's website enabled by the first set of information and an alternative second payment engine function in the reseller's website enabled by the second set of information.

37. (Cancelled)

38. (Previously Presented) The computer program product of claim 27, wherein the alternative functionality includes a first payment engine function in the supplier's website enabled by the first set of information and an alternative second payment engine function in the reseller's website enabled by the second set of information.

39. (Cancelled)